

Sales Order

Station: **WTMO-TV** Agency: **STRATEGIC MEDIA PLACEMENTS**

Contract Name: **NATL REPLCN SENT CPM-02** Address: **7669 Stagers Loop**

Contract#: **475002732** City: **Delaware** State: **OH** Zip: **43015**

Start Date: **9/08/16** End Date: **10/04/16** Buyer:

Revenue Type: **POLITICAL SALES** Tax Schedule: **(None)**

NATIONAL Type: **Cash** Agency Commission %: **15**

Advertiser: **NATL REPLCN SENT COM** Billing Cycle: **Standard**

Address: Salesperson: **5206nnat** Comm %: **15**

City: State: Zip: Makegood Policy: **Within Contract Dates**

Product Name:

Estimate #: **EST 4685**

Competitive Code: **POLITICAL/ISSUE**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	9/14/16	10/04/16		3:00 PM	4:00 PM	30	1	1	1	1	1			5	D	275.00	15	4,125.00	1	
2	9/14/16	10/04/16		4:00 PM	5:00 PM	30	1	1	1	1	1			5	D	325.00	15	4,875.00	1	
3	9/14/16	10/04/16		5:00 PM	5:30 PM	30	1	1	1	1	1			5	D	350.00	15	5,250.00	1	
4	9/14/16	10/04/16		4:00 PM	6:00 PM	30	1	1	1	1	1			5	D	350.00	15	5,250.00	1	
5	9/10/16	10/01/16		5:00 PM	5:30 PM	30						1		1	D	250.00	4	1,000.00	1	
6	9/11/16	10/02/16		5:00 PM	5:30 PM	30							1	1	D	250.00	4	1,000.00	1	
7	9/14/16	10/04/16		6:00 PM	6:30 PM	30			2	1	2			5	D	700.00	15	10,500.00	1	
8	9/14/16	10/04/16		6:30 PM	7:00 PM	30	1	1	1	1	1			5	D	600.00	15	9,000.00	1	
9	9/14/16	10/04/16		7:00 PM	8:00 PM	30			1	1				2	D	725.00	6	4,350.00	1	
10	9/14/16	10/04/16		10:00 PM	11:00 PM	30			1	1				2	D	850.00	6	5,100.00	1	
11	9/10/16	9/24/16		6:00 PM	7:00 PM	30						1		1	D	225.00	3	675.00	1	
AMERICA FUNNEST VIDEO																				
12	9/11/16	9/11/16		6:00 PM	8:00 PM	30							1	1	D	400.00	1	400.00	1	
13	9/25/16	9/25/16		6:00 PM	8:00 PM	30							1	1	D	400.00	1	400.00	1	
JUAN GABRIEL																				
14	9/10/16	9/10/16		12:30 PM	2:30 PM	30						2		2	D	125.00	2	250.00	1	
LA LIGA PREMIER FUTBOL																				
15	9/11/16	9/11/16		11:00 AM	1:00 PM	30							1	1	D	125.00	0	0.00	1	
=== CANCELED ===																				
LA LIGA PREMIER FUTBOL																				
16	9/18/16	9/18/16		11:00 AM	1:00 PM	30							4	4	D	125.00	4	500.00	1	
LA LIGA PREMIER FUTBOL																				
17	9/24/16	9/24/16		12:30 PM	2:30 PM	30						1		1	D	125.00	1	125.00	1	
LA LIGA PREMIER FUTBOL																				
18	9/25/16	9/25/16		11:00 AM	1:00 PM	30							1	1	D	125.00	1	125.00	1	
LA LIGA PREMIER FUTBOL																				
19	10/02/16	10/02/16		11:00 AM	1:00 PM	30							1	1	D	125.00	1	125.00	1	
LA LIGA PREMIER FUTBOL																				
20	10/02/16	10/02/16		11:00 AM	1:00 PM	30							1	1	D	125.00	1	125.00	1	
LA LIGA PREMIER FUTBOL																				
21	9/30/16	9/30/16		11:30 PM	12:00 AM	30					2			2	D	300.00	2	600.00	1	
BOXEO																				
22	9/14/16	10/04/16		6:00 PM	6:30 PM	30	1	1	1	1	1			5	D	700.00	0	0.00	1	
=== CANCELED ===																				
23	9/14/16	10/04/16		10:00 PM	11:00 PM	30			1	1				2	D	850.00	0	0.00	1	
=== CANCELED ===																				

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
24	9/08/16	9/13/16		3:00 PM	4:00 PM	30	1	1		1	2			5	D	275.00	5	1,375.00	1	
25	9/08/16	9/13/16		4:00 PM	5:00 PM	30	1	1		1	2			5	D	325.00	5	1,625.00	1	
26	9/08/16	9/13/16		5:00 PM	5:30 PM	30	1	1		1	2			5	D	350.00	5	1,750.00	1	
27	9/08/16	9/13/16		4:00 PM	6:00 PM	30	1	1		1	2			5	D	350.00	5	1,750.00	1	
28	9/08/16	9/13/16		6:00 PM	6:30 PM	30	1	1		2	2			6	D	700.00	6	4,200.00	1	
29	9/08/16	9/13/16		6:30 PM	7:00 PM	30	1	1		1	2			5	D	600.00	5	3,000.00	1	
30	9/08/16	9/13/16		7:00 PM	8:00 PM	30				1	1			2	D	725.00	2	1,450.00	1	
31	9/08/16	9/13/16		10:00 PM	11:00 PM	30	1			1	1			3	D	850.00	3	2,550.00	1	

Billing Projections: By Month

	Sep 16	Oct 16
CA	66,925.00	4,550.00
ST	50,175.00	21,300.00

☒ Print Spot Prices

TOTAL SPOTS	163
GROSS TOTAL \$	71,475.00
ADJUSTED SPOTS	163
ADJUSTED TOTAL \$	71,475.00

APPROVE DECLINE

<input type="radio"/>	<input type="radio"/>	General Manager
<input type="radio"/>	<input type="radio"/>	Sales Manager
<input type="radio"/>	<input type="radio"/>	National Sales Manager
<input type="radio"/>	<input type="radio"/>	Local Sales Manager

ORDER WORKSHEET

Rep Order# 1465954 Ver# 5
EC'd No

Status Revised

Traffic Order#

Last Received:
Showing Buylines:Printed: 09/06/16 12:47 PM
09/06/16 11:10 AM
All Lines

1 of 4

Station WTMO-TV ORLANDO
Advertiser (NRSC) NATL REPLCN SENT COM
Product 1773 - TV 4685
Estimate# 4685
Buyer ADAM SHAWAgency (SMP) STRATEGIC MEDIA PLACEMENTS
7669 STAGERS LOOP DRIVE
DELAWARE, OH 43015
Agency C/P1/P2/E 1179/1773/4685
Flight Dates 09/07/16-10/04/16Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

--- CONTRACT COMMENT ---

SEPARATION: 30 MINUTES ORDERID: 5336338

--- REMARKS ---

V5 REFLECTS ORDER PUSHED BACK TO START THURSDAY 9/8. NO OTHER CHANGES TO ORDER. TOTAL REMAINS THE SAME. PLS CONFIRM THANKS

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1*	W-F, M-Tu	3P-4P	MEJOR CASO CERRADO	30	0.5	7.5	\$275.00	09/14-10/04	5	15	\$4,125.00
			Sales remark: V5 REMOVED ALL SPOTS 9/7-9/13 TO ADD TO NEW LINE								
			V5 More than 2 codes changed								
2*	W-F, M-Tu	4P-5P	AL ROJO VIVO	30	0.6	9.0	\$325.00	09/14-10/04	5	15	\$4,875.00
			Sales remark: V5 REMOVED ALL SPOTS 9/7-9/13 TO ADD TO NEW LINE								
			V5 More than 2 codes changed								
3*	W-F, M-Tu	5P-530P	CASO CERRADO	30	0.8	12.0	\$350.00	09/14-10/04	5	15	\$5,250.00
			Sales remark: V5 REMOVED ALL SPOTS 9/7-9/13 TO ADD TO NEW LINE								
			V5 More than 2 codes changed								
4*	W-F, M-Tu	4P-6P	EF ROTATOR	30	0.7	10.5	\$350.00	09/14-10/04	5	15	\$5,250.00
			Sales remark: V5 REMOVED ALL SPOTS 9/7-9/13 TO ADD TO NEW LINE								
			V5 More than 2 codes changed								
5	Sa	5P-530P	NOTICIERO TLMD FIN DE SEMANA SAT	30	0.2	0.8	\$250.00	09/10-10/01	1	4	\$1,000.00
6	Su	5P-530P	NOTICIERO TLMD FIN DE SEMANA SUN	30	0.2	0.8	\$250.00	09/11-10/02	1	4	\$1,000.00
7*	W-F, M-Tu	6P-630P	TELENOTICAS ORLANDO	30	0.6	9.0	\$700.00	09/14-10/04	5	15	\$10,500.00
			Sales remark: V5 REMOVED ALL SPOTS 9/7-9/13 TO ADD TO NEW LINE								
			V5 More than 2 codes changed								

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Estimate# 4685
Buyer ADAM SHAW

Agency (SMP) STRATEGIC MEDIA PLACEMENTS
7669 STAGERS LOOP DRIVE
DELAWARE, OH 43015
Agency C/P1/P2/E 1179/1773/4685
Flight Dates 09/07/16-10/04/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
8*	W-F, M-Tu	630P-7P	NOTICIERO TLMD	30	0.6	9.0	\$600.00	09/14-10/04	5	15	\$9,000.00
			Sales remark: V5 REMOVED ALL SPOTS 9/7-9/13 TO ADD TO NEW LINE V5 More than 2 codes changed								
9*	W-F, M-Tu	7P-8P	CASCO CERRADO ESTELAR	30	0.9	5.4	\$725.00	09/14-10/04	2	6	\$4,350.00
			Sales remark: V5 REMOVED ALL SPOTS 9/7-9/13 TO ADD TO NEW LINE V5 More than 2 codes changed								
10*	W-F, M-Tu	10P-11P	PRIME NOVELA	30	0.6	3.6	\$850.00	09/14-10/04	2	6	\$5,100.00
			Sales remark: V5 REMOVED ALL SPOTS 9/7-9/13 TO ADD TO NEW LINE V5 More than 2 codes changed								
11	Sa	6P-7P	AMERICA'S FUNNEST VIDEOS	30	0.3	0.9	\$225.00	09/10-09/24	1	3	\$675.00
12	Su	6P-8P	JUAN GABRIEL	30	0.4	0.8	\$400.00	09/11-09/11 09/25-09/25	1 1	1 1	\$800.00
13	Sa	730A-930A	LA LIGA PREMIER FUTBOL	30	-	-	\$125.00	09/10-09/10	2	2	\$250.00
14	Su	11A-1P	LA LIGA PREMIER FUTBOL	30	-	-	\$125.00	09/11-09/11	0	0	\$0.00
15	Su	1130A-130P	LA LIGA PREMIER FUTBOL	30	-	-	\$125.00	09/18-09/18	4	4	\$500.00
16	Sa	1230P-230P	LA LIGA PREMIER FUTBOL	30	-	-	\$125.00	09/24-09/24	1	1	\$125.00
17	Su	11A-1P	LA LIGA PREMIER FUTBOL	30	-	-	\$125.00	09/25-09/25	1	1	\$125.00
18	Su	11A-1P	LA LIGA PREMIER FUTBOL	30	-	-	\$125.00	10/02-10/02	1	1	\$125.00
19	Su	11A-1P	LA LIGA PREMIER FUTBOL	30	-	-	\$125.00	10/02-10/02	1	1	\$125.00
20	F	1130P-1A	BOXEO	30	-	-	\$300.00	09/09-09/23 09/30-09/30	0 2	0 2	\$600.00

22423
bollar

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21*	Th-F, M-Tu	3P-4P	MEJOR CASO CERRADO	30	0.5	2.5	\$275.00	09/08-09/13	5	5	\$1,375.00
			Sales remark: V5 REINSTATE FIRST WEEK TO START ON THURSDAY 9/8 V5 Added								
22*	Th-F, M-Tu	4P-5P	AL ROJO VIVO	30	0.6	3.0	\$325.00	09/08-09/13	5	5	\$1,625.00
			Sales remark: V5 REINSTATE FIRST WEEK TO START ON THURSDAY 9/8 V5 Added								
23*	Th-F, M-Tu	5P-530P	CASO CERRADO	30	0.8	4.0	\$350.00	09/08-09/13	5	5	\$1,750.00
			Sales remark: V5 REINSTATE FIRST WEEK TO START ON THURSDAY 9/8 V5 Added								
24*	Th-F, M-Tu	4P-6P	EF ROTATOR	30	0.7	2.5	\$350.00	09/08-09/13	5	5	\$1,750.00
			Sales remark: V5 REINSTATE FIRST WEEK TO START ON THURSDAY 9/8 V5 Added								
25*	Th-F, M-Tu	6P-630P	TELENOTICAS ORLANDO	30	0.6	3.6	\$700.00	09/08-09/13	6	6	\$4,200.00
			Sales remark: V5 REINSTATE FIRST WEEK TO START ON THURSDAY 9/8 V5 Added								
26*	Th-F, M-Tu	630P-7P	NOTICIERO TLMD	30	0.6	3.0	\$600.00	09/08-09/13	5	5	\$3,000.00
			Sales remark: V5 REINSTATE FIRST WEEK TO START ON THURSDAY 9/8 V5 Added								
27*	Th-F, M-Tu	7P-8P	CASO CERRADO ESTELAR	30	0.9	1.8	\$725.00	09/08-09/13	2	2	\$1,450.00
			Sales remark: V5 REINSTATE FIRST WEEK TO START ON THURSDAY 9/8 V5 Added								

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Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
28*	Th-F, M-Tu	10P-11P	PRIME NOVELA	30	0.6	1.8	\$850.00	09/08-09/13	3	3	\$2,550.00
Sales remark: V5 REINSTATE FIRST WEEK TO START ON THURSDAY 9/8											
V5 Added											

--REPORT TOTALS--

Report Totals: 163 / \$71,475.00

--SALES MONTHLY TOTALS--

Sep2016: 123/ \$53,975.00 Oct2016: 40/ \$17,500.00

Order Totals: 163 / \$71,475.00 Total GRPS: 92.5

-- COMPETITIVE ---

Market Totals \$71,475.00 OTH \$0.00 WTMO 100.00% WVEN 0.00%

-- COMPETITIVE COMMENTS ---

COMPETITIVE INFORMATION TO FOLLOW.

Books (SEP16)
Demos RA35+P

--- Agency Comment ---
T=11365

-- CREDIT RISK ---

CASH IN ADVANCE

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, STRATEGIC MEDIA PLACEMENT

do hereby request station time concerning the following issue:

NOVEMBER 8TH GENERAL ELECTION

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

This broadcast time will be used by: NRSC I.E.

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

The November 8th General Election

I represent that the payment for the above described broadcast time has been furnished by (name and address):

NRSC, I.E. 425 Second St. NE, Washington, DC 20002

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Keith Davis, Treasurer, Board Member

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

--

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

--

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

4/19/2016

Date:

Signature

740-241-5500
Contact Phone Number

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

□ Accepted

☐ Accepted in Part

☐ Rejected

Signature _____

Printed Name _____

Title

**POLITICAL INQUIRY RECORD:
NATIONAL AND LOCAL ISSUE ADS
ALL QUESTIONS MUST BE ANSWERED**

- ☒ Ad "communicates a political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) any election to federal office; or (3) a national legislative issue of public importance (e.g., Affordable Care Act, IRS tax code, etc.)

OR

- ☐ Ad relates to state or local issue and does not communicate a political matter of national importance
-

1. Requested by (Agency name, address, phone number & contact)

Agency Name Strategic Media Placement

Contact Adam Shaw

Phone Number 740 201 5510

Address 7669 Stagers Loop Delaware, OH 43015

2. Paid for by (Advertiser/sponsor name, address, phone number & contact):

Name HRSC

Contact Keith Davis

Phone Number 202 675 6000

Address 425 2nd St. NE Washington, DC 20002

3. Date of request: 8/15/16

4. Request received by:

Will Hildebrandt

5. Details:

6. If ad refers to federal candidate(s) or federal election, list:

Names(s) of candidate(s) referred to, office being sought and date of election:



**POLITICAL INQUIRY RECORD:
NATIONAL AND LOCAL ISSUE ADS
ALL QUESTIONS MUST BE ANSWERED**

7. If ad refers to a national legislative issue, identify:

8. List sponsor's chief executive officers, members of executive committee or board of directors:

Daniel Levy - Director, Chelsea Hawker - Deputy Director

9. Date and nature of follow-ups, if any:

10. Disposition:

- ☐ Accepted – see attached **contract details**
☐ Rejected – provide reason:

Additional Information:

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